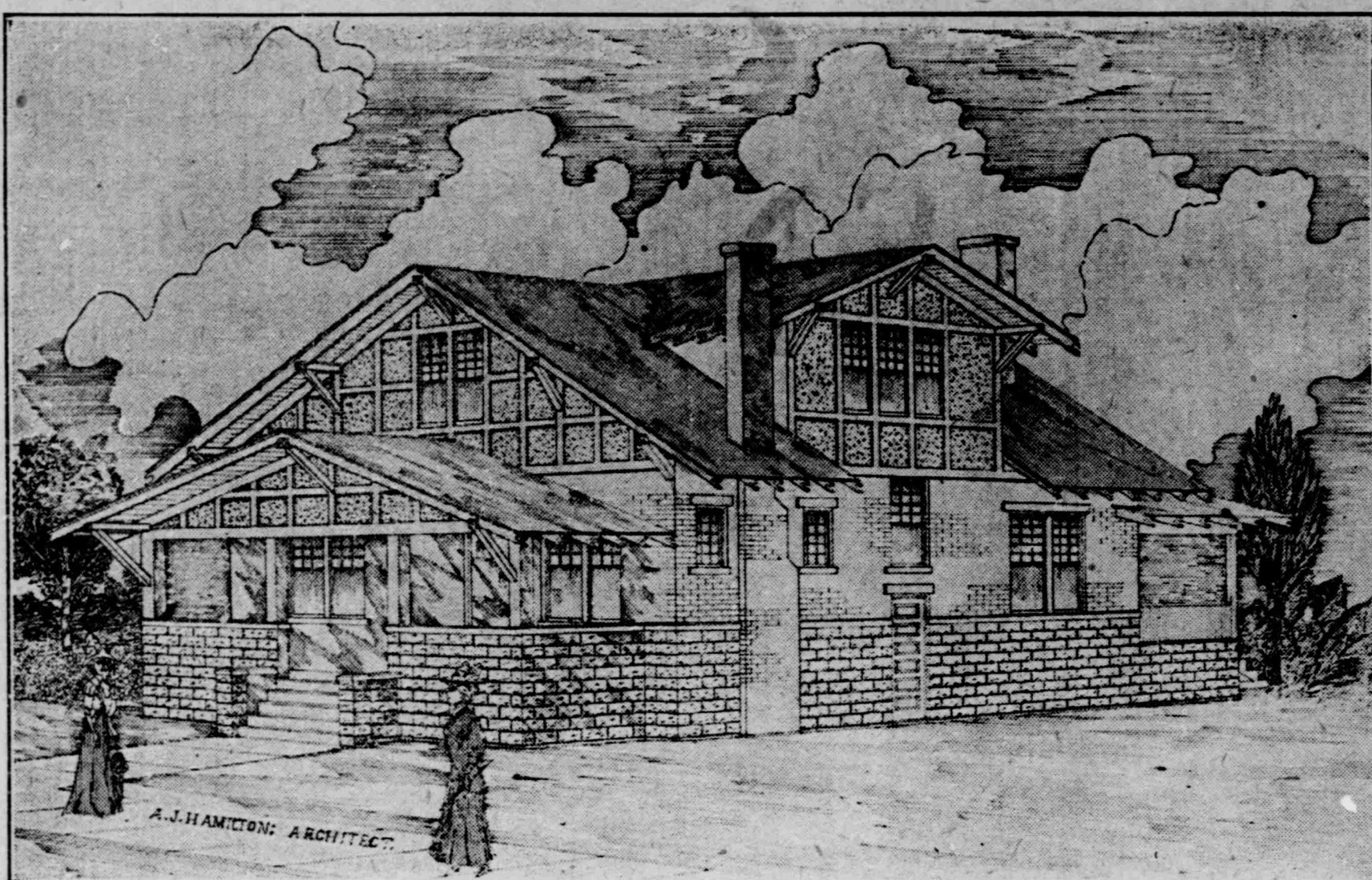


MANY CAPITAL AND GRAND PRIZES Valued at Over \$12,500 will be AWARDED TO MEN AND WOMEN

Q You would enjoy owning a beautiful and valuable luxury. In addition, the honor of winning against worthy opponents and the establishing of a record for doing things will gain you many admirers and friends. The pleasure of achievement will set your mark high and cause you to remember that what others have done you can do. While this announcement is one of the first in which The Herald makes plain a great election plan, the people's interest in it is daily growing more intense. Such fact is best demonstrated by the favorable comment concerning same that is being heard from leading people on every side. Readers are astonished at the unexcelled list of prizes to be awarded. For you or a friend to win, a systematic campaign to poll votes is essential. As the votes are absolutely free and the prizes the best ever offered in this country, this contest will soon be an interesting topic of conversation among all classes in The Herald's circulation territory. Read and act now. The first publication of the names of people nominated will be made in next Sunday's Herald. This is nomination week. Win a nomination prize.



Capital Prize Number One--Valued at \$6,000.00

YOU OR A FRIEND CAN OWN THIS BEAUTIFUL HOME

The above architectural drawing is reproduced here to give the reader some idea of what this beautiful prize is like. The Herald has purchased this unusual prize, and here offers the way for some man or woman to become its proud owner. The free votes of Herald patrons will decide that question.

The lumber to be in this building was purchased of the Morrison-Merrill Co., a leading and reliable concern of Salt Lake City. They supply nothing amiss in good material. The architect, Mr. A. J. Hamilton, with offices in the Dooly block, has an excellent reputation in designing buildings of this character. He will make the house both beautiful and useful. General Contractor O. M. Engdahl of Salt Lake City will construct the house. The large number of fine houses that he has built here is a guarantee of how well this house will be made. The lot on which this beautiful home will be located in the Newhouse addition, one of the best residential sections of Salt Lake City.

LIST OF PRIZES

Capital Prizes

CAPITAL PRIZE NO. 1—A house and lot in the Newhouse addition (formerly Popperton). The lot was purchased in one of the most beautiful residential sections of Salt Lake City, especially for this purpose. The building is to be constructed by O. M. Engdahl, general contractor, and one of the most successful and largest builders in Salt Lake City. A. J. Hamilton in the Dooly block is the architect employed by The Herald for this building. He will design a beautiful, unique and valuable house to be constructed. The lumber

for this building was purchased of Morrison-Merrill Co., a reliable and leading concern of Salt Lake City. **CAPITAL PRIZE NO. 2**—One new Buick model "D" 1908 Automobile. Purchased of The Consolidated Wagon & Machine company of Salt Lake City at a cost of \$2,500. The car may soon be seen at their warehouses on exhibition. It is a beautiful high-grade machine, with top, glass front and excellent equipment. **CAPITAL PRIZE NO. 3**—Steinway Grand Piano. Purchased of Clayton-

Daynes Music company of Salt Lake City at a cost of \$335. You and your friends are invited to see the instrument on exhibition at their music rooms. It is a beauty, and a piece of art within itself.

CAPITAL PRIZE NO. 4—Beautiful Diamond Brooch. Purchased of the reliable and successful jewelry firm of Leyson & Co. of Salt Lake City. It is extremely beautiful and may soon be seen on exhibition at that store. Cost \$500.

Grand Prizes

GRAND PRIZE NO. 1—Anderson Upright Piano. Purchased of New York & Western Piano company, Salt Lake City, where it may be seen on exhibition. It is an excellent instrument with a "singing soul." Cost \$440.

GRAND PRIZE NO. 2—Woman's Genuine Sealskin Coat. Purchased of Meheys, a leading furrier of Salt Lake City. This prize is magnificent and beautiful, and it will be made to order to fit the winner. Cost \$350.

GRAND PRIZE NO. 3—Choice selection of Libbey's Cut Glass, Bric-a-brac, Ornaments, artistic Chinaware, etc. Purchased of Callaway, Hook & Francis of Salt Lake City. Cost \$300.

GRAND PRIZE NO. 4—One new 1908 Harley-Davidson Motorcycle, with lamp and attachments. This fine machine was purchased of the Tom Bottrell Automobile company of Salt Lake at a cost of \$255.

GRAND PRIZE NO. 5—Symphony Grand Graphophone and choice selection of records. Must be seen to be appreciated. Purchased of the Columbia Phonograph company of Salt Lake City. It is on exhibition at their store. Cost \$250.

GRAND PRIZE NO. 6—Beautiful seven-piece Mahogany Parlor Suite. Purchased of Freed Furniture & Carpet company, Salt Lake City, where it may be seen on exhibition. Cost \$227.

GRAND PRIZE NO. 7—Highest grade Traveling Outfit, consisting of trunk, suit case and bag. Purchased of Hubert's Trunk Factory of Salt Lake City. Cost \$125.

GRAND PRIZE NO. 8—Beautiful Diamond Ring, woman's or man's size. Purchased of Leyson & Co. Cost \$100.

GRAND PRIZE NO. 9—Drawing room Mission style Mahogany Singer Sewing Machine. Purchased of the

Singer Sewing Machine company, Salt Lake City. Cost \$36.

GRAND PRIZE NO. 10—Fine selection of Pictures and Books. Purchased of C. R. Savage & Co. of Salt Lake City. Cost \$75.

GRAND PRIZES NOS. 11 AND 12—Two solid gold case Standard Movement Watches, woman's or man's sizes. Purchased of Leyson & Co. Combined cost \$100.

GRAND PRIZE NO. 13—Standard high-grade Racing Bicycle. Purchased of League Cycle company, Salt Lake City. Cost \$50.

GRAND PRIZE NO. 14—Eastman Pocket Kodak, with attachments and supplies. Purchased of Salt Lake Photo Supply company. Cost \$35.

GRAND PRIZES NOS. 15 AND 16—Two beautiful Gold Watches, with standard movements, woman's or man's sizes. Purchased of J. H. Leyson & Co. Combined cost \$50.

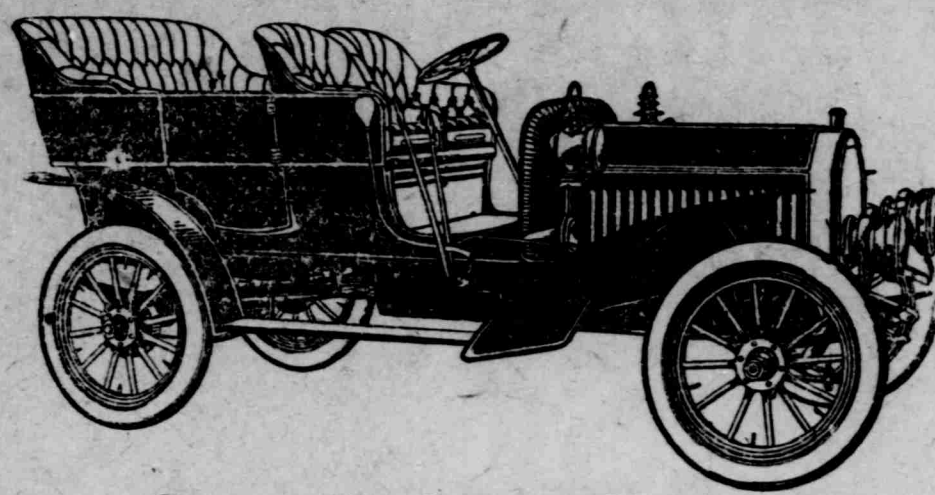
Nomination Prizes—Open to All

One \$50 Diamond Ring and one \$25 Gold Watch, both purchased of Leyson & Co., are to be awarded, one to the woman or man in or outside of Salt Lake City placing in nomination the

candidate receiving the largest number of votes, and one to the woman or man in or outside of Salt Lake City placing in nomination the woman or man receiving the second largest number of votes by the close of the contest.

Special Prizes

During this contest special prizes will be awarded according to conditions announced at that time.



Second Capital Prize

Cost \$2,500.00

The above is a picture (without the top and glass front to be included) of one of the capital prizes. It is a beauty. Who will be the man or woman voted its possessor? This fine machine was purchased of the Consolidated Wagon & Machinery Co. of Salt Lake City. And it will soon be on exhibition at their warehouses. The car is described as follows: Model D—Body, side entrance tonneau. Color, solid red or royal blue with ivory white gear. Seats, five persons. Weight, 2,250 pounds. Wheel base, 102 1/2 inches. Tread, 56 inches. Tires, 32x4-inch Michelin. Brake, hub, internal expanding; also external contracting on driving shaft. Springs, semi-elliptic. Frame, pressed steel. Cylinders, four 4 1/2x5 inches. Motor suspension, five points, two flexible. Cooling water. Ignition, jump spark. Current supply, storage battery and a set of dry cells in reserve. Carburetor, Schebler. Lubrication, mechanical force feed, gear driven. Motor control, on top of steering wheel, stationary. Clutch, multiple disc. Transmission, sliding gear. Speeds, three forward, one reverse. Transmission control, side lever. Drive, shaft. In addition to the above this car will be equipped with top and glass front.



Steinway Grand Piano

This photo-cut represents the third capital prize, which cost \$335. This fine instrument was purchased of Clayton-Daynes Music company, Salt Lake City. To be appreciated, it should be seen at their music store, where it is on exhibition.

How the Capital and Grand Prizes Will Be Awarded

At the close of the contest, one of the capital prizes will be awarded to the woman city candidate who polls more votes than any other woman candidate in Salt Lake City, and one of the capital prizes will be awarded to the man city candidate who polls more votes than any other man candidate in Salt Lake City.

And, at the close of the contest, one of the capital prizes will be awarded to the man candidate who polls more votes than any other man country candidate outside of Salt Lake City, and one of the capital prizes will be awarded to the woman country candidate who polls more votes than any other woman candidate outside of Salt Lake City. Now, the one of these four capital prize winning candidates having the most votes, as compared with the other three capital prize winning candidates, will be awarded capital prize number one—the house and lot.

And the one of these four capital prize winners standing second in number of votes, as compared with the others, as stated above, will be awarded capital prize number two—the automobile—and so on with the other two capital prizes. That distribution of capital prizes provides one-half of them for the women and one-half for the men candidates. It also gives two capital prizes for Salt Lake City and two for the territory outside of Salt Lake City.

Grand Prize Distribution

In the districts where a capital prize winner resides, the candidate standing next in number of votes polled will be declared the winner of the grand prize in that district.

At the close of the contest, one of the grand prizes will be awarded to the woman candidate in each district who polls more votes than any other woman candidate in the same district, and one of the grand prizes will be awarded to the man candidate in each district who polls more votes than any other man candidate in the same district.

There are eight districts—four in Salt Lake City and four outside—the boundaries of which are described elsewhere in this announcement. This distribution of grand prizes provides one-half of the sixteen grand prizes for women and one-half for men, making a total of sixteen of such prize winners.

Now, the one of these sixteen district winners polling the most votes, as compared with the other fifteen district winners, will be awarded grand prize number one—the Anderson piano.

And the one of these sixteen winners standing second in number of votes polled, as compared with the other fifteen, will be awarded the second grand prize, and so on with the same order and method in awarding the other fourteen grand prizes.

This manner of awarding the grand prizes gives one-half of them to the people of the city of Salt Lake and one-half to the people in surrounding territory. It also makes it important for a candidate to not only lead in his or her district for a prize, but to lead the candidates of the other districts in number of votes polled and thereby win a more valuable prize.

HOW TO VOTE

The following schedule of votes will be allowed on subscriptions paid in advance to The Daily and Sunday Herald at regular rates. No subscription of more than five years or less than three months will be accepted. The votes are free, and a saving is made as compared to paying monthly:

For Every Subscription Prepaid for—	Until Oct. 3, Inclusive.	From Oct. 10 to Oct. 31, Inclusive.	From Oct. 31 to Nov. 14, Inclusive.	From Oct. 31 to Nov. 14, Inclusive.
Five years	10,000 votes	9,500 votes	9,000 votes	8,500 votes
Two years	4,000 votes	3,500 votes	3,000 votes	2,500 votes
One year	2,000 votes	1,500 votes	1,000 votes	500 votes
Six months	1,000 votes	500 votes	500 votes	500 votes
Three months	500 votes	400 votes	300 votes	300 votes

A prepaid subscription to The Sunday Herald for any of the same lengths of time mentioned above will count one-fifth as many votes.

A prepaid subscription to The Semi-Weekly Herald for any of the same lengths of time stated above will count one-tenth as many votes.

Old subscribers in arrears are required to pay in full to date, and then on their paid-in-advance subscription votes will be counted.

To induce candidates and their friends to poll the votes of new subscribers, until further notice 20 votes will be allowed in addition to the above schedule for every new subscription turned in.

Votes for Classified or Want Advertising

Votes will be given on the sale of classified or want advertising coupon books, according to the following schedule. Each book contains \$2.75 worth of coupons, and is sold for \$2.50:

For Every Sale of—	Until Oct. 3, Inclusive.	From Oct. 10 to Oct. 31, Inclusive.	From Oct. 31 to Nov. 14, Inclusive.
Twenty books	10,000 votes	9,500 votes	9,000 votes
Eight books	4,000 votes	3,500 votes	3,000 votes
Four books	2,000 votes	1,500 votes	1,000 votes
Two books	1,000 votes	500 votes	500 votes
One book	500 votes	400 votes	300 votes

The earlier you vote in this campaign the more free votes you receive.

Conditions of Contest

The winners of capital prizes will not be permitted to also participate in the distribution of grand prizes.

Any woman or man of good standing and residing in the territory described as comprising the districts is eligible as a candidate in this contest when duly nominated, except as hereinafter provided.

No employee of The Herald, or member of his or her family, will be permitted to participate in this contest as a candidate for a capital or grand prize.

The Herald management reserves the right to exclude any candidate from this contest, when within its judgment such is proper to do.

Votes will not be counted on accounts paid by news dealers, agents or newsboys.

Candidates and their friends are not confined to the districts in which they reside in securing votes. They may poll votes from any other district, town, state or territory of the United States.

The Herald management reserves the right to be the final arbiter in settling any questions that may arise during and concerning this contest.

The votes and remittances must be mailed or delivered to the office of The Herald.

Contest closes Saturday, Nov. 14, 1908. Other conditions of importance will be published from time to time. Watch for them.

Purpose of the Campaign

The object of this proposition, primarily, is to secure new patrons to The Herald and to ascertain who are the most popular women and men of Salt Lake City and surrounding territory, worthy of being awarded these costly prizes.

The contest will assume in many ways the elements of a political campaign, and that good politics will be shown from start to finish is not to be doubted, in view of the valuable prizes and the western spirit of women and men in all elections.

Men of prominence in public life spend much time and money to attain public office, which pays no more in money returns in the course of a year than some of the prizes offered by The Herald.

FURTHER INFORMATION

The names of people nominated will be published in next Sunday's Herald. This is nomination week; however, candidates and their friends may cast votes commencing at once. Photographic cuts of all the prizes and articles describing their merits and many attractive features, together with the news of the progress of this great and unequalled enterprise, will be published regularly in The Herald. It will be interesting and exciting from start to finish.

Write, Telephone or Call on the

Contest Editor of The Herald

For Any Information Desired

NOMINATION BLANK

The Herald, Salt Lake City, Utah: Date....., 1908.

I nominate M.....

Street and number.....

Town..... State.....

As my favorite candidate.

My name is.....

My occupation is.....

Address.....

The names and address of people making nominations will not be divulged if so requested. Only a limited number of nominations will be accepted. For each candidate nominated only one nomination blank will be accepted, which entitles the candidate so nominated to 1,200 VOTES.

Cut out the above nomination blank and make a nomination today. You, or your favorite man or woman, can win. Delays are dangerous. Act now. It costs you nothing but the effort to try. Nothing in this world is worth having that does not cost at least an effort.